

# HIGHLIGHTS

WEEK ENDING: SEPTEMBER 14, 1990

## INDUSTRY WEEKLY SALES

- This week's volume of 10.5 billion units was about even with expectation and 0.5 billion units above the industry's estimated going rate. Sales appear to have benefited from speculative purchases by the trade in anticipation of a Federal Excise Tax increase and 4th quarter manufacturers price increase.

## PM WEEKLY SALES & SHARE

- This week's volume of 4.5 billion units exceeded PM's going rate, following account participation in the weekly allocation program.
- PM's weekly share of 42.8 was within a normal range, while its Y-T-D performance of 41.3 was below average due to the varying program terms offered by the manufacturers.

## MANUFACTURER ALLOCATION PROGRAMS

- Philip Morris - Effective the W/E 6/29 and until further notice, accounts are limited to a maximum of 120% of an average week. Effective the W/E 7/27, accounts are permitted to apply any unused portion of their previous week's allocation to the current week's purchases.
- R.J.R. - Effective the W/E 9/7 and until further notice, accounts are limited to a maximum of 210% of an average week's volume during pre-defined two week periods (105% per week). RJR's current allocation period runs from 9/4 to 9/14.
- Brown & Williamson - Year-round 200% allocation.

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